

## **Herbal/Traditional Products in North Macedonia**

Market Direction | 2024-10-16 | 22 pages | Euromonitor

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### **Report description:**

Demand for herbal/traditional products in North Macedonia has remained robust in 2024, with all categories poised to register solid growth in volume terms. Sales continue to be buoyed by the fact that as consumers become more health-conscious, they are increasingly concerned about the potential side effects and contraindications of active pharmaceutical ingredients found in standard OTC medications. Population ageing is a significant driver of this trend, as older adults often fear such ingredie...

Euromonitor International's Herbal/Traditional Products in North Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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**Table of Contents:**

Herbal/Traditional Products in North Macedonia  
Euromonitor International  
October 2024

List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN NORTH MACEDONIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand bolstered by concerns about active pharmaceutical ingredients  
Interest in herbal/traditional paediatric dietary supplements remains strong  
Use of herbal/traditional dermatologicals continues to rise

PROSPECTS AND OPPORTUNITIES

Demand for herbal/traditional products set to grow steadily  
Gut microbiota concerns will buoy sales of herbal/traditional digestive remedies  
Interest in herbal/traditional sleep aids expected to increase

CATEGORY DATA

- Table 1 Sales of Herbal/Traditional Products: Value 2019-2024
- Table 2 Sales of Herbal/Traditional Products: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 5 Forecast Sales of Herbal/Traditional Products: Value 2024-2029
- Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

CONSUMER HEALTH IN NORTH MACEDONIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

MARKET INDICATORS

- Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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